

2002 –2012 Occupational Projections

Occupational Title	Minimum Education Requirements	** Total Annual Openings	1 st Qtr. 2005
			Hourly Wage Range
First-Line Supervisors/Managers of Retail Sales Workers	Work Exp. in a related occ.	600	\$ 11.17 - 17.65
First-Line Supervisors/Managers of Non-Retail Sales Workers	Work Exp. in a related occ.	140	15.03 - 27.65
Cashiers	Short-term Tng. & Exp.	3,340	\$ 6.02 - 7.65
Counter and Rental Clerks	Short-term Tng. & Exp.	380	6.47 - 10.52
Meat, Poultry, and Fish Cutters and Trimmers	Short-term Tng. & Exp.	100	6.65 - 9.19
Retail Salespersons	Short-term Tng. & Exp.	2,580	6.72 - 11.41
Telemarketers	Short-term Tng. & Exp.	80	7.95 - 13.44
Advertising Sales Agents	Mod.-term Tng. & Exp.	80	\$ 11.16 - 22.10
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	Mod.-term Tng. & Exp.	850	14.04 - 25.84
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	Mod.-term Tng. & Exp.	280	17.77 - 34.36
Appraisers and Assessors of Real Estate	Postsecondary voc.	90	\$ 12.25 - 26.86
Real Estate Sales Agents	Postsecondary voc.	50	13.91 - 22.76
Property, Real Estate, and Community Association Managers	Bachelor's degree	120	\$ 10.11 - 22.64
Interior Designers	Bachelor's degree	20	12.29 - 20.74
Wholesale and Retail Buyers, Except Farm Products	Bachelor's degree	50	12.43 - 22.30
Sales Engineers	Bachelor's degree	30	16.33 - 34.34
Purchasing Managers	Wk Exp.+ Bachelor's or higher degree	40	\$ 19.47 - 34.94
Marketing Managers	Wk Exp.+ Bachelor's or higher degree	50	19.48 - 39.54
Advertising and Promotions Managers	Wk Exp.+ Bachelor's or higher degree	30	19.67 - 36.63
Sales Managers	Wk Exp.+ Bachelor's or higher degree	230	20.17 - 40.40

**Total Annual Openings = New job growth plus replacement needs due to turnover.

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Occupations in the Spotlight



Retail Salespersons



Sell merchandise, such as furniture, motor vehicles, appliances, or apparel in a retail establishment.

- ◆ Knowledge of principles and processes for providing customer and personal services
- ◆ Knowledge of principles and methods for showing, promoting, and selling products or services

Required WorkKeys® Scores:

AM 3 LI 3 RI 3

Marketing Manager



Plan, direct, coordinate or budget activities concerned with the construction and maintenance of structures, facilities, and systems. Participate in the conceptual development of a construction project and oversee its organization, scheduling, and implementation.

- ◆ Knowledge of media production, communication, and dissemination techniques and methods
- ◆ Knowledge of economic and accounting principles and practices, the financial markets, banking, and the analysis and reporting of financial data
- ◆ Knowledge of laws, legal codes, court procedures, government regulations, executive orders, agency rules, and the democratic political process

Required WorkKeys® Scores:

AM LI RI
Not Yet Available

AM = Applied Mathematics
LI = Locating Information
RI = Reading for Information

WorkKeys® assessments give students and workers reliable, relevant information about workplace skill levels. Combined with information about skill levels required for jobs, assessments information can help students make better career and educational decisions. Louisiana uses three WorkKeys® assessments as the foundation for awarding career readiness certificates. For more information, contact the Workforce Education and Training Office at the Louisiana Board of Regents (225-342-4253).

LOUISIANA Opportunities in



This diverse Career Cluster prepares learners for careers in planning, managing and performing marketing activities to reach organizational objectives.

FASTEST GROWING JOBS

- Real Estate Brokers
- Sales Managers
- Counter and Rental Clerks
- Appraisers and Assessors of Real Estate
- Advertising and Promotions Managers

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"This document was produced as a collaborative endeavor between the Louisiana Departments of Labor, Education and the Board of Regents".

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Reference Center:

Louisiana Department of Labor -
<http://www.LAWORKS.net> -

Occupational Information – go to Career Services
<http://lavos.laworks.net>

Louisiana Employment Outlook -
http://www.laworks.net/qm_employmentprojections.asp

Louisiana Technical Colleges -
<http://www.ltc.edu/home.htm>

Financial Aid
<http://www.osfa.state.la.us/>

Louisiana Board of Regents-
<http://www.regents.state.la.us>

Louisiana Community & Technical College System
<http://www.lctcs.net/>

ACT
<http://www.act.org>

National Career Clusters
<http://www.careerclusters.org>



This brochure is designed to provide assistance to students as they prepare to make decisions about course selection, their career options and future plans.

The Career Options Law (Act 1124) mandates that all high school students have a five-year educational plan and that all high schools offer career majors/areas of concentrations. It is the intent of the law that students have a focus while in school to help make learning more relevant and meaningful.

Students in 6th – 8th grades must complete at least six career awareness activities which help students to develop a five-year educational plan. It also requires school systems to offer areas of concentrations to address students' interests.

The Five-Year Educational Plan

Students must complete this plan at the end of their 8th grade year with input from their counselor and/or advisor and family. This plan must be reviewed and revised on an annual basis throughout high school with student, parent and counselor/advisor signatures each year.

Marketing, Sales, and Service Cluster

High School Areas of Concentrations (2006 – 2007)

Diploma Endorsements will help provide for students the preparation necessary for college and/or a career. By the same token employers will be getting better prepared workers, and higher education institutions will have students better prepared for success in their post secondary institutions. These endorsements help students to maximize their 11th and 12th grades, encourage more students to take Advanced Placement courses, encourage students to take advantage of career and technical education courses and opportunities, as well as hold high schools accountable for what is taught during the 11th and 12th grades. Students can complete the necessary requirements for two different diploma endorsements:

- Academic Endorsement
- Career and Technical Endorsement

Please see your guidance counselor for further details.

The Louisiana WORKReady! Certificate is a portable credential that signifies to an employer that an individual has achieved acceptable levels in the foundation skills necessary for success in the workplace and gives Louisiana citizens a "key to work". Issued by the Workforce Commission, the Certificate is a tool that helps employers identify qualified candidates to fill the openings they have in their businesses.

People who attain the Certificate, which will display their workplace readiness skill levels, will have an advantage as they pursue their career goals. The Certificate increases the likelihood that business will receive a well-trained, highly skilled worker and that education will prepare students for available jobs. For more information, contact the Workforce Commission at 225-342-2094 or the Board of Regents at 225-342-4253.

Career Cluster

Marketing, Sales and Services

Areas of Concentrations

Clothing and Textiles
Entrepreneurship
Marketing and Sales Management

Post Secondary Programs

Apparel & Accessories Marketing Management
Retail and Wholesale Operations
Business Marketing Operations
Entrepreneurship
Enterprise Management & Operations
Market Management
Sales Operations
Marketing Research
Operation Management and Supervision

Training Programs Related Certification(s):

None currently being offered

For more information on course selection visit our web site:

<http://www.doe.state.la.us/ide/curriculum/home.html>

TOP EMPLOYING INDUSTRIES

Industry (based on North American Classification System NAICS)	2002	2012	Number of New Jobs	Percent Change
Grocery Stores	36,815	34,890	-1,925	-5.2%
Department Stores	22,739	20,240	-2,499	-11.0%
Other General Merchandise Stores	26,658	30,660	4,002	15.0%